

Cambridge Main Street

Profit & Loss Budget vs. Actual

January through December 2020

	Jan - Dec 20	Budget
Ordinary Income/Expense		
Income		
Committee and Events Income		
50/50 Tickets	183.00	500.00
Beer Sales	0.00	5,000.00
Car Show Entry Fee	850.00	2,300.00
Event Ticket Sales	2,115.00	8,300.00
Face Painting/Tattoo	0.00	100.00
flower donations	2,990.00	3,000.00
Food and Pop Sales	0.00	0.00
Food Sales	102.73	
Greenery	0.00	2,000.00
Merchandise Sales	491.00	2,000.00
Parade Entry Fees	0.00	1,400.00
Raffle ticket income	0.00	100.00
Sponsorship		
Event Sponsor	4,600.00	8,000.00
Parade Sponsor	1,800.00	1,800.00
Trophy Sponsorship	90.00	3,100.00
Sponsorship - Other	1,625.00	
Total Sponsorship	8,115.00	12,900.00
Start-up Cash	800.00	1,000.00
T-Shirt Sales	0.00	0.00
Tours	120.00	200.00
Vendor Fees		
Food Vendors	603.00	1,600.00
Vendor Fees-Misc	722.75	1,200.00
Total Vendor Fees	1,325.75	2,800.00
Total Committee and Events Income	17,092.48	41,600.00
Contributed support		
Gifts & bequests	860.00	0.00
Grant Income	21,347.00	4,800.00
Individual contribution	100.00	300.00
Pledge-City of Cambridge	0.00	15,000.00
Pledge - CIC	200.00	200.00
Pledge -G C Commissioners	3,450.00	3,450.00
Supporter Renewals	6,350.00	15,000.00
Total Contributed support	32,307.00	38,750.00
Investments		
Interest-Savings, Short-term CD	190.84	
Total Investments	190.84	
Main Street Moolah sales	0.00	100.00
Other Income		
Advertising Reimbursement	0.00	1,500.00
Inkind Office Space/telephone	2,400.00	2,200.00
Inkind Parking	180.00	180.00
Inkind Radio Advertising	2,000.00	2,000.00
Inkind tax preparation	300.00	300.00
Total Other Income	4,880.00	6,180.00
Total Income	54,470.32	86,630.00
Gross Profit	54,470.32	86,630.00
Expense		
Administrative Expenses		
Accounting & Professional Fees	0.00	410.00

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Advertising expenses		
Advertising & Marketing	4,499.42	8,000.00
Co-Op Advertising	0.00	1,700.00
Advertising expenses - Other	0.00	0.00
Total Advertising expenses	4,499.42	9,700.00
Annual Meeting	505.40	1,000.00
Bank Fees	54.88	40.00
Computer	315.00	420.00
Dues and Subscriptions	4,358.03	4,850.00
Equipment Repair & Maintenance	843.77	300.00
Gifts	69.69	250.00
Inkind Accounting	300.00	300.00
Inkind Office space/telephone	2,400.00	2,200.00
Inkind Parking	180.00	180.00
Inkind Radio Advertising	2,000.00	2,000.00
Internet and Website Service	0.00	240.00
Liability Insurance	1,250.00	1,500.00
Misc expenses	0.00	0.00
Office Supplies	457.38	800.00
Parking Fees	75.00	300.00
Payroll Expenses		
Health Insurance	800.00	1,200.00
Officers & directors salaries	23,375.00	34,000.00
Payroll taxes	1,593.15	2,000.00
Workers Compensation	0.60	130.00
Total Payroll Expenses	25,768.75	37,330.00
Post Office Box	92.00	135.00
Postage Expense	200.00	420.00
Printing	0.00	1,200.00
Promotions	0.00	125.00
Rent	340.00	600.00
Retreat Meeting	0.00	100.00
Taxes and licenses	100.00	100.00
Telephone Service	689.63	840.00
Travel & Meetings Expenses		
Conference and Training Fees	135.00	500.00
Meals	428.82	400.00
Mileage Reimbursement	0.00	600.00
Travel	272.15	600.00
Total Travel & Meetings Expenses	835.97	2,100.00
Total Administrative Expenses	45,334.92	67,440.00
Committee and Event Expenses		
Beer expense	0.00	2,000.00
Float Expense	0.00	20.00
Flower Fund expenses	4,236.00	3,000.00
Food Expense	108.42	100.00
Greenery	1,502.55	1,000.00
Marketing	0.00	0.00
Materials and Supplies	8,012.33	2,000.00
Merchandise	0.00	800.00
Music and Entertainment	2,955.00	3,500.00
Permits	0.00	300.00
Portalets and Trash Removal	300.30	600.00
Postage	145.29	
Printing	330.29	600.00
Refunds	198.60	100.00
Rentals	0.00	1,600.00
Signage	0.00	200.00
Speaker Fees	550.00	0.00
Start-up Cash	800.00	1,000.00

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Cash Basis

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T-Shirt	0.00	0.00
Trophies, Awards and Prizes	1,199.40	1,700.00
Weather Insurance	0.00	0.00
Total Committee and Event Expenses	20,338.18	18,520.00
Main Street Moolah	150.00	100.00
Travel and Meetings		
Conference, Convention, Meeting	825.00	
Total Travel and Meetings	825.00	
Total Expense	66,648.10	86,060.00
Net Ordinary Income	-12,177.78	570.00
Net Income	-12,177.78	570.00

Cambridge Main Street

Profit & Loss Budget vs. Actual

January through December 2020

	% of Budget
Ordinary Income/Expense	
Income	
Committee and Events Income	
50/50 Tickets	36.6%
Beer Sales	0.0%
Car Show Entry Fee	37.0%
Event Ticket Sales	25.5%
Face Painting/Tattoo	0.0%
flower donations	99.7%
Food and Pop Sales	0.0%
Food Sales	
Greenery	0.0%
Merchandise Sales	24.6%
Parade Entry Fees	0.0%
Raffle ticket income	0.0%
Sponsorship	
Event Sponsor	57.5%
Parade Sponsor	100.0%
Trophy Sponsorship	2.9%
Sponsorship - Other	
Total Sponsorship	62.9%
Start-up Cash	80.0%
T-Shirt Sales	0.0%
Tours	60.0%
Vendor Fees	
Food Vendors	37.7%
Vendor Fees-Misc	60.2%
Total Vendor Fees	47.3%
Total Committee and Events Income	41.1%
Contributed support	
Gifts & bequests	100.0%
Grant Income	444.7%
Individual contribution	33.3%
Pledge-City of Cambridge	0.0%
Pledge - CIC	100.0%
Pledge -G C Commissioners	100.0%
Supporter Renewals	42.3%
Total Contributed support	83.4%
Investments	
Interest-Savings, Short-term CD	
Total Investments	
Main Street Moolah sales	0.0%
Other Income	
Advertising Reimbursement	0.0%
Inkind Office Space/telephone	109.1%
Inkind Parking	100.0%
Inkind Radio Advertising	100.0%
Inkind tax preparation	100.0%
Total Other Income	79.0%
Total Income	62.9%
Gross Profit	62.9%
Expense	
Administrative Expenses	
Accounting & Professional Fees	0.0%

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	% of Budget
Advertising expenses	
Advertising & Marketing	56.2%
Co-Op Advertising	0.0%
Advertising expenses - Other	0.0%
Total Advertising expenses	46.4%
Annual Meeting	50.5%
Bank Fees	137.2%
Computer	75.0%
Dues and Subscriptions	89.9%
Equipment Repair & Maintenance	281.3%
Gifts	27.9%
Inkind Accounting	100.0%
Inkind Office space/telephone	109.1%
Inkind Parking	100.0%
Inkind Radio Advertising	100.0%
Internet and Website Service	0.0%
Liability Insurance	83.3%
Misc expenses	0.0%
Office Supplies	57.2%
Parking Fees	25.0%
Payroll Expenses	
Health Insurance	66.7%
Officers & directors salaries	68.8%
Payroll taxes	79.7%
Workers Compensation	0.5%
Total Payroll Expenses	69.0%
Post Office Box	68.1%
Postage Expense	47.6%
Printing	0.0%
Promotions	0.0%
Rent	56.7%
Retreat Meeting	0.0%
Taxes and licenses	100.0%
Telephone Service	82.1%
Travel & Meetings Expenses	
Conference and Training Fees	27.0%
Meals	107.2%
Mileage Reimbursement	0.0%
Travel	45.4%
Total Travel & Meetings Expenses	39.8%
Total Administrative Expenses	67.2%
Committee and Event Expenses	
Beer expense	0.0%
Float Expense	0.0%
Flower Fund expenses	141.2%
Food Expense	108.4%
Greenery	150.3%
Marketing	0.0%
Materials and Supplies	400.6%
Merchandise	0.0%
Music and Entertainment	84.4%
Permits	0.0%
Portalets and Trash Removal	50.1%
Postage	
Printing	55.0%
Refunds	198.6%
Rentals	0.0%
Signage	0.0%
Speaker Fees	100.0%
Start-up Cash	80.0%

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T-Shirt	0.0%
Trophies, Awards and Prizes	70.6%
Weather Insurance	0.0%
Total Committee and Event Expenses	109.8%
Main Street Moolah	150.0%
Travel and Meetings	
Conference, Convention, Meeting	
Total Travel and Meetings	
Total Expense	77.4%
Net Ordinary Income	-2,136.5%
Net Income	-2,136.5%